SELF-SERVICE PACK OUTLETS BASE Program Requirements

Base Participation

- · Retailer agrees to maintain:
 - RJR Full Price Display in Primary Position
 - RJR Full Price Display in a 2nd, 3rd or 4th Full Price position
 - RJR Savings Brand Display in a Primary Savings Position
- · Retailer further agrees to:
 - Display RJR "Lowest" brands, if applicable
 - Provide RJR accurate volume information
 - Authorize primary and other suppliers to release brand style volume information to RJR.
 - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
 - Provide RJR share of space equal to RJR share of market on carton merchandisers, if applicable. Minimum acceptable space as determined by an RJR Representative.
 - Ensure RJR brands are represented in all price tiers as required.
 - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
 - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
 - Accept new RJR brand styles as requested by RJR representative
- RJR reserves the right for final approval of display/advertising sizes and locations.

Pay For Performance

Retailer earns payment based on performance of program requirements and RJR volume.

Co-Marketing

Meet all requirements specified for Base Participation

Retailer uses Co-Marketing to drive RJR volume

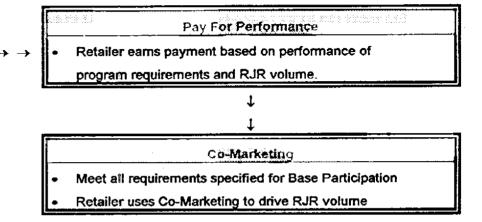
	Re	tail Partners				
-	Lower Range	<u>Current</u>	Next Higher Range			
RJR CPW	<u> </u>					
RJR Payment	\$	\$ *	*			
		*				
	Ço-Marketing					
Accrual	\$	\$ *	s •			
*Verification of	volume required	•				

8556 94815

NON-SELF-SERVICE PACK OUTLETS BASE Program Requirements

Base Participation

- · Retailer agrees to maintain:
 - RJR Full Price Display in Primary non-self-service position
 - RJR Full Price Display in a 2nd, 3rd or 4th Full Price non-self-service position
 - RJR Savings Brand Display in a Primary Savings
 non-self-service position
- Retailer further agrees to:
 - Display RJR "Lowest" brands, if applicable
 - Provide RJR accurate volume information
 - Authorize primary and other suppliers to release brand style volume information to RJR.
 - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
 - Provide RJR share of space equal to RJR share of market on carton merchandisers, if applicable. Minimum acceptable space as determined by an RJR Representative.
 - Ensure RJR brands are represented in all price tiers as required.
 - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
 - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
 - Accept new RJR brand styles as requested by RJR Representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.



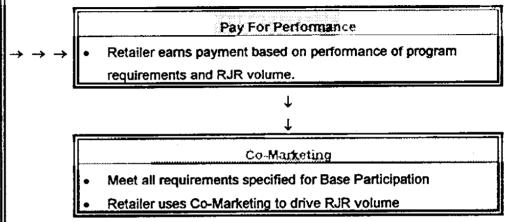
	Re	tail Partners				
	Lower Range	Current		Next Higher Range		
RJR CPW				·		
RJR Payment	\$	\$	*	\$		
	C	o-Marketing	# J .	reartises was a 1995 of 1995		
Accrual	\$	\$	*	s *		
*Verification	of volume require	ed.				

6996 978IG

SELF-SERVICE CARTON OUTLETS BASE Program Requirements

Base Participation

- · Retailer agrees to maintain:
 - Self-Service RJR Package Merchandiser(s) in Primary Position
 - Space for RJR cartons equal to RJR SOM. Minimum space
 determined by RJR. Separate Full Price and Savings sections required
 - RJR brands on top shelves contiguous
 - Advertising located over RJR brands
- · Retailer further agrees to:
 - Provide RJR accurate volume information
 - Authorize primary and other suppliers to release brand style volume information to RJR.
 - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
 - Ensure RJR brands are represented in all price tiers as required.
 - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
 - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
 - Accept new RJR brand styles as requested by RJR Representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.



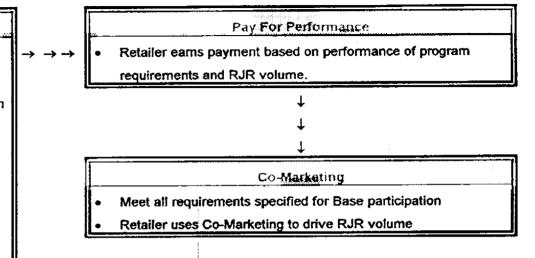
	Re	tail Partners				
	Lower Range	Current		Next Higher Range		
RJR CPW						
RJR Payment	\$	\$	*	s	*	
		-Marketing	or en er Zakak Sa			
Accrual	\$	\$	*	\$	•	
*Verification o	f volume require	ed.				

0996 97819

NON-SELF-SERVICE CARTON OUTLETS BASE Program Requirements

Base Participation

- · Retailer agrees to maintain:
 - RJR Package Merchandiser(s) in Primary position (Self-Service)
 - Space for non-self-service cartons equal to RJR SOM. Minimum space determined by RJR. Separate Full Price and Savings sections required
 - RJR brands on top shelves contiguous
 - Advertising located over RJR brands.
- · Retailer further agrees to:
 - Provide RJR accurate volume information
 - Authorize primary and other suppliers to release brand style volume information to RJR.
 - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
 - Ensure RJR brands are represented in all price tiers as required.
 - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
 - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
 - Accept new RJR brand styles as requested by RJR representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.



	a fire Million garag						
	Lower Range	Current	Next Higher Range				
RJR CPW							
RJR Payment	\$	\$ *	s ·				
Co-Marketing							
Accrual	\$	\$ *	\$ •				
*Verification of	f volume required	i.					

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CIGARETTE OUTLETS BASE Program Requirements

Base Patticipation

- · Retailer agrees to maintain:
 - RJR Full Price Pack Display/merchandiser in Primary position
 - RJR Savings Brand Pack Display/merchandiser in Primary position
 - Parity representation for displays at register (selling area), Full Price and Savings Brands
 - "Feature" Savings Center in a Primary Savings position
 - Other Savings Center if applicable
 - Full Price Carton merchandiser RJR brands
 - Dedicated promotional space for RJR brands, Pack and Carton
 - Indoor and Outdoor "high impact" signage
 - Share of signage equal to RJR SOM
- Retailer further agrees:
 - Provide RJR accurate volume information
 - Authorize primary and other suppliers to release brand style volume information to RJR.
 - Provide RJR share of available signage (excluding signage on fixtures/ displays) equal to RJR Share of Market.
 - Ensure RJR brands are represented in all price tiers as required.
 - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
 - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
 - Accept new RJR brand styles as requested by RJR representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.

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Pay For Performance

 Retailer earns payment based on performance of program requirements and RJR volume.

Co-Marketing

- Meet all requirements specified for Base participation
- Retailer uses Co-Marketing to drive RJR volume

Retail Partners							
	Lower Range		Current		Next Higher Range		
RJR CPW			_				
RJR Payment	\$		\$	*	s		•
		Co-l	/larket	ing			
Accrual	\$		\$	*	\$		•
*Verification o	f volume r	equired.					

Attachment for FSC-77-A